BTEC/CIM Assignment Brief

This Assignment Brief has been produced to cover the requirements for the BTEC qualification and the Chartered Institute of Marketing (CIM) qualification, for any learners wanting to claim dual certification.

This assessment meets the requirements for the following CIM certification and module:

Level 3 Foundation Certificate in Professional Digital Marketing: Digital Fundamentals

Please note that learners will be required to complete **ALL** Authorised Assignment Briefs in **Unit 4: Investigating Digital Marketing** and **Unit 5: Developing a Digital Marketing Campaign** as achievement towards CIM certification in the **Digital Fundamentals** module.

To preserve the standard set in this assessment, centres are **NOT** permitted to make any changes **UNLESS** this assessment is being used for BTEC purposes only. If any changes are made to this assessment, learners will not be able to claim CIM certification.

Qualification	BTEC International Level 3 Subsidiary Diploma in Marketing BTEC International Level 3 Foundation Diploma in Marketing BTEC International Level 3 Diploma in Marketing BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 5: Developing a Digital Marketing Campaign**
Learning aim(s)	**A** Plan a digital marketing campaign for a specific product or service
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have secured a work placement in the marketing department of an organisation. At present, you are working with the digital marketing team. As part of your induction, they have asked that you plan and design a digital marketing campaign for the launch of a new product or service of your choice.

Task 1	Undertake some research into new products or services that interest you. Once you have made your choice, you will need to plan **and** design a realistic digital marketing campaign that meets the objectives that you have set. You must produce a plan with the following headings and information: **Digital Marketing Campaign Plan** <u>Campaign Outline</u> • Purpose of the campaign • Objectives • Target audience and their digital marketing content needs and preferences <u>Type of Campaign</u> • Description of the type of campaign you have chosen for the target audience and why you have chosen this based on their digital marketing content needs and preferences <u>Resources required</u> • Software/hardware • Content • Budget • People • Time • Tools • How you will monitor feedback <u>Content Calendar</u> • Timescale • Tools • When content will be posted • How content will be posted You must then **design your digital marketing campaign**. You must include evidence of: • Your initial design ideas and prototypes which should be realistic representations of the digital marketing content • Diagrammatic illustrations you have created • Alternative design ideas/ prototypes that you have including compatibility with mobile/ tablet devices • Feedback that you have obtained • How this feedback has helped you refine alternative design ideas/ porotypes • Decisions you have made as a result of the feedback
Checklist of evidence required	A completed digital marketing plan and associated materials for a specific product or service

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
5/A.D1	Plan and design a detailed digital marketing campaign for a specific product or service that meets set objectives.
5/A.M1	Plan and design a realistic digital marketing campaign and a sustained content calendar for a specific product or service that meets objectives.
5/A.P1	Plan and design a digital marketing campaign for a specific product or service.
5/A.P2	Plan a content calendar for a specific product or service.
Sources of information to support you with this Assignment	www.marketingjournal.org/category/digital-marketing/ Digital marketing articles http://digitalmarketingmagazine.co.uk/ Digital marketing magazine www.thedrum.com The Drum marketing magazine www.wordstream.com/blog/ws/2016/01/05/marketing-news Digital marketing news sources www.digitaldoughnut.com/articles/2018/february/how-to-integrate-traditional-and-digital-marketing Digital marketing and traditional marketing
Other assessment materials attached to this Assignment Brief	*None*